



Sèvres, 18 December 2015

## **PRESS RELEASE**

### **NEW-GENERATION SHOPPING CENTER PLAYCE OPENS TODAY IN ABIDJAN, CÔTE D'IVOIRE**

The ribbon was cut on PlaYce Marcory, a shopping center designed and operated by CFAO, today in Abidjan by H.E. Alassane Ouattara, President of Côte d'Ivoire. Among those in attendance were Mr Jun Karube, Chairman and CEO of Toyota Tsusho Corporation, Mr Richard Bielle, Chairman of the CFAO Management Board, Mr Xavier Desjobert, CEO of CFAO Retail, and Mr Stéphane Thouin, CEO of International Partnerships at Carrefour.

The PlaYce Marcory shopping center spans 20,000 square metres and features three distinct spaces: a Carrefour hypermarket with 3,200 square metres of retail surface area, a shopping mall with 55 stores, and a food court that seats over 400. The center created 550 direct jobs in more than 100 different roles in order to provide modern amenities and meet the most stringent standards in international mass retail.

Mr Richard Bielle, Chairman of the CFAO Management Board: "PlaYce shopping center in Abidjan will be home to the first Carrefour store in West Africa and to our "Club of Brands", a network of international retailers with which we are going to share our knowledge of distribution channels in Africa. The event marks a tangible achievement in the project announced in 2013. It represents the first milestone in CFAO's major development plan with Carrefour and our partner brands in eight African countries over the years to come."

CFAO and Carrefour, the world's second-largest retailer, formed a joint venture in May 2013 that resulted in the creation of the hypermarket. The 55 stores in the shopping mall feature both African and international brands, including the Club of Brands, a group of 15 leading international brands eager to expand in Africa: La Grande Récré, Bonobo, Cache Cache, Jules, Kaporal, La Halle Chaussures & Maroquinerie, La Halle Mode & Accessoires, San Marina, Morgan, Beauty Success, L'Occitane en Provence, Brioche Dorée, Baïla Pizza, El Rancho, and Jeff de Bruges.

The 40 other stores in the shopping mall comprise a number of local and regional brands that are taking advantage of this new lifestyle and shopping hub to meet Abidjan residents' needs.

The food court offers four different eateries, including Burger King's first restaurant in West Africa.

Xavier Desjobert, CEO of CFAO Retail, added: “PlaYce Marcory is a showcase for a new generation of shopping centers in Africa – modern retail destinations with a broader selection and greater appeal. We are proud to have formed a partnership with Carrefour and these 15 international brands to provide Ivorian consumers with a wider range of quality products. We intend to create value in each of the eight countries where we operate, by transforming local businesses, enhancing affiliates’ structure and supporting leaders in local markets. In Côte d’Ivoire, we have already signed 170 contracts with local food and textile suppliers. We at CFAO Retail are proud of this initial venture which is the first of many to come!”

**PlaYce Marcory** is the first in a series of several dozen centers that will be opened in eight African countries – Cameroon, Côte d’Ivoire, Gabon, Ghana, Republic of the Congo, Nigeria, Democratic Republic of the Congo and Senegal – and operated by CFAO. In Côte d’Ivoire, there are plans to open six to eight PlaYce shopping centers by 2025.

**PLAYCE**  
M A R C O R Y

VOTRE RENDEZ-VOUS SHOPPING

*To learn more about PlaYce Marcory, please visit [www.playce-marcory.ci](http://www.playce-marcory.ci)*

*To learn more about CFAO Retail, please visit [www.cfao-retail.com](http://www.cfao-retail.com)*